

REMARKS

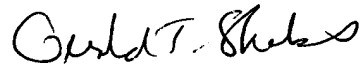
In the above identified Office Action the examiner has objected to claims 12 and 15 for minor typographical errors and has objected claims 12 to 17 as directed to unstatutory subject matter. Applicant has cancelled these claims and replaced them with new claims 23 to 28 and as such believes these new claims to be free of typographical errors and directed to statutory subject matter.

In addition claims 12 and 22 have been rejected as unpatentable over Davis . Applicant's claims have been amended, now reciting that the point information generating means generate point information when a commodity sale is made and transmit the point information to a center unit. The points thus collected are managed corresponding to the user identification and updated so that the user's point total is continuously current. This aspect of Applicant's invention is not described in Davis. Davis does not describe the configuration of the present invention which enables one to promote sales of commodity according to each separate distributor by managing the commodity sale information corresponding to system information relative to each distributor. Davis is concerned primarily with processing sales in connection with debit cards, i.e., debiting the current amount on a debit card when a purchase is made and, secondarily, permitting purchases to be made with points (such as frequent flyer miles) which may have accumulated in conjunction with the consumer's previous purchases. There is no suggestion or disclosure of the management of these points as with the subject invention.

Applicant hereby requests reconsideration and reexamination thereof.

With the above amendments and remarks, this application is considered ready for allowance and Applicant earnestly solicits an early notice of same. Should the Examiner be of the opinion that a telephone conference would expedite prosecution of the subject application, he is respectfully requested to call the undersigned at the below-listed number.

Respectfully submitted,



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